Second Quarter 1998 Marketing Objectives/Strategies

CAMEL

Second Quarter Promotion Objectives/Strategies

- April B2G1 @ 10¢
  - VAP ship date to retail week of April 6, 1998.
  - Generate competitive full-price trial on base CAMEL's key box styles. (Filter Box and Lights Box only. No menthol styles will be worked.)
  - Product will be presleeved in Winston-Salem. Each carton will contain three offers plus one live pack.
  - Retail Packing Explanation Sheet will be in each display.
  - Allow direct accounts to ship product directly to retail accounts without additional packing.
  - Place in Pack Partners Outlets concentrating on convenience/gas.
  - 21 offers per SKU (4 cartons Lights Box; 3 cartons Filter Box).
  - Product flows through direct account to retail as normal B2G1F.
  - Retailer would charge 10¢ for third pack creating additional profit on the sale of the product.
  - All promotional POS will communicate Buy 2 Packs Get 1 @ the 1913 price of 10¢ to celebrate 85th anniversary of CAMEL.
  - Tear tape on promotional pack will state "special manufacturer's offer."
  - Side of promotional pack will say "Promotional Pack All State and Federal Taxes Paid by Manufacturer."
  - Promotion cannot be worked in state of Montana.
- May B2G Free T-Shirt
  - VAP ship date to retail week of May 18, 1998.
  - Generate competitive full-price trial on CAMEL Lights Box and CAMEL Filter Box.
  - 20 offers per SKU.
  - Promotional packing sheet provided in SKU for retailer.
  - Name generation piece included.
  - Offer will include a special collectible zippo offer.
- May Buy 4 Get 1 Free - CTS Pack Promotion
  - VAP ship date to retail week of ***May 18, 1998.***
  - Product and support materials available ***April 20, 1998.***
  - Franchise protection in pack sales in CTS.
  - Product (B4G1F) will be presleeved in cartons but will still require direct account to place in traditional promotional sleeve.
  - Traditional sleeve design kit and floor base display/POS support kit.
- May O-Zone Opportunistic Collectible Metal Signs
  - Bulk packed 20 per SKU.
  - Non-traditional promotion skewed to Red Kamel.
  - Specific to O-Zone geography and participating stores (RJR Partners).
- June 30¢ Off 1 Pack Deeper Promotion Coverage (DPC) - CAMEL
  - VAP ship date to retail week of June 1, 1998.
  - Provide discounting opportunity in lower volume outlets not receiving other RJR promotions.
- June - Pricing/Equity Event
  - Utilized to enhance discounting activity during Plan B period.
  - POS will be theme specific and add equity to CAMEL.
  - POS item numbers will be communicated for ROU to order to accounts.

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